Launch Systems User Guide

Facilitating the Apple Store Pickup and Product Reservation Experience

September 2017 • All Employees • U.S., Canada

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Systems Overview

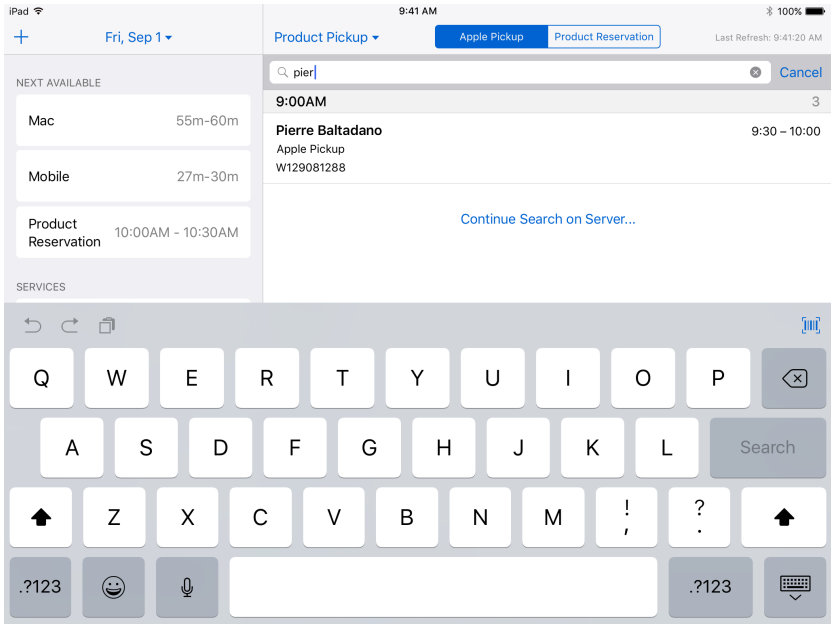
This guide covers features of Concierge and Product Pickup List commonly used for launch. In addition to this guide, review the Launch Systems videos on RetailMe. They are a great refresher for teams to prepare for launch.

Concierge is used to manage reservations at check-in, specifically to mark customers "Here" and validate reserved product. It's also used to issue In-Store Reservations for available inventory.

Depending on the country and product reserved, customers' reservations may either be paid for already (Apple Pickup), or they may be unpaid and we will accept payment in store (Product Reservations). You don't need to worry about the difference, or even ask the customer — simply look them up, mark them "Here," and Product Pickup List and EasyPay will guide the Specialist through the appropriate screens whether their reservation is paid or unpaid.

Product Pickup List in EasyPay is used by team members to Run the product, Start the transaction, and End the transaction.

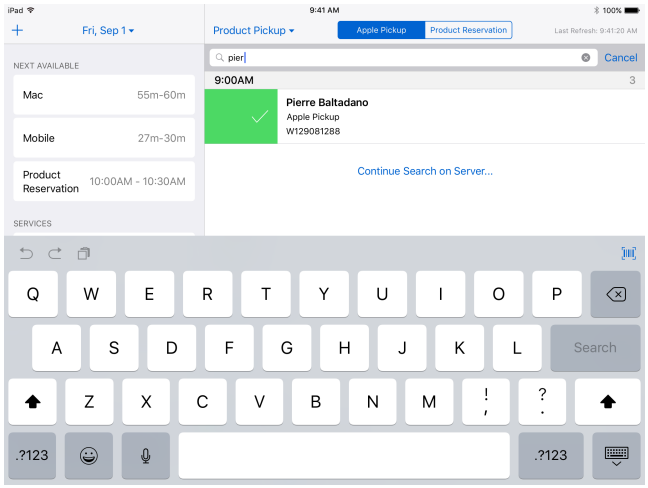
Concierge: Checking in Product Reservation or Apple Pickup Customers



Start on the On Point screen.

1. Select the Product Pickup queue.
2. Use the search field to search by phone number or email address (searchable for both Apple Pickup and Product Reservations.
3. Apple Pickup orders can also be searched by web order number. Product Reservations can also be searched by name.
4. **New!** Navigate more easily between the Product Reservation list and Apple Pickup list with the new Concierge for iPad redesign.

> **Reminder**
> If you do not get any results, tap "Continue Search on Server" to pull additional results. To maximize performance, Concierge may initially only show a subset of results.



Swipe to mark "Here."

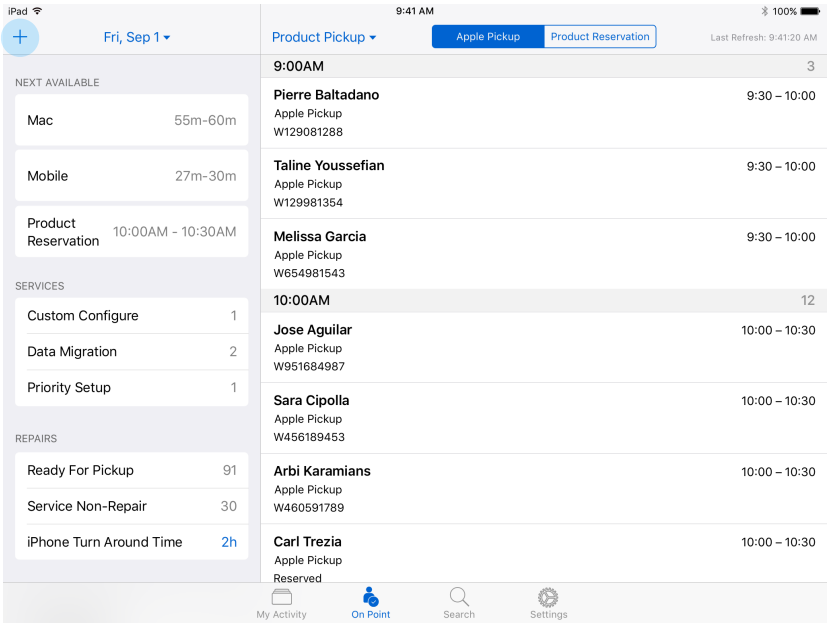
5. Once you find the customer, swipe to mark "Here" as soon as they arrive.

This gives your entire store team a visual indicator of who's waiting, and provides Apple with valuable information on whether customers tend to arrive early, late, or right on time.

> **Note**
>
> You can mark customers "Here" as soon as they arrive, without negatively impacting any other Product Zone metrics.

Concierge: Issuing In-Store Product Reservations

For information on what time to start issuing reservations, see the **Line Management Guide**.

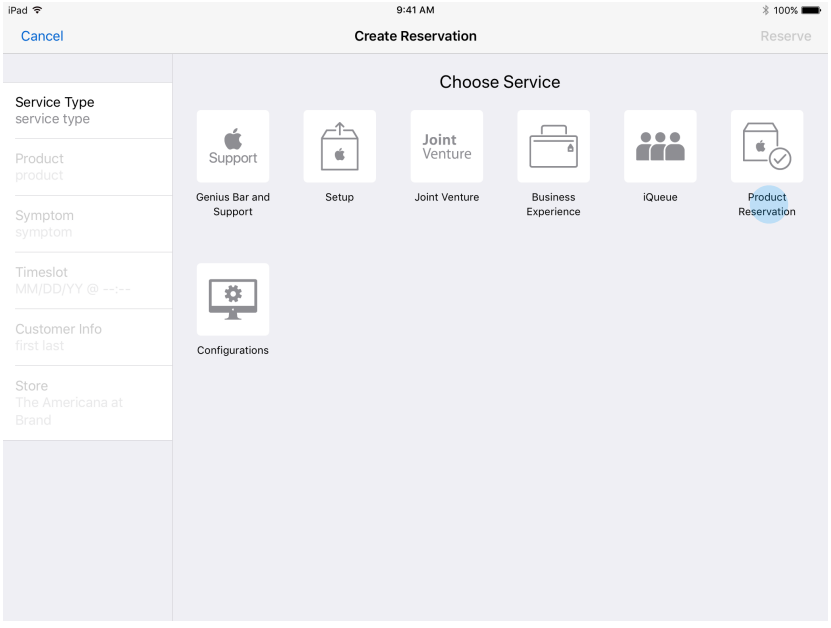


Issuing In-Store Reservations

Create an In-Store Product Reservation in Concierge (on iPad or iPhone) to reserve a product for a customer while they wait.

1. To make an In-Store Reservation, press the "+" icon on the top left of the On Point tab. Or tap "Product Reservation" in Next Available to save a few taps.

> **Note**
> Next Available shows the next available Product Reservation time window, which is calculated using a representative SKU selected by Global Retail Support. If that SKU is sold out before others, the Next Available time window may not be accurate.

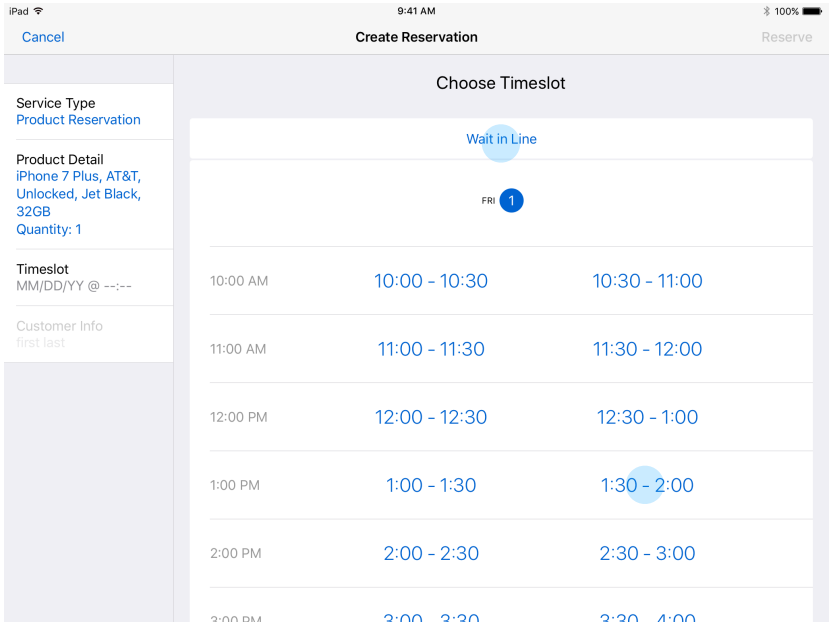


2. Select "Product Reservation" and choose the product.

3. Select "Contract" if the customer is purchasing a carrier-activated iPhone. This allocates additional time to the customer's reservation, to account for activation time.

   Unavailable products are marked with a red "x" (just like Runner).

In-Store Reservations are tied to staffing. Whether the customer chooses to wait in line or return later in the day, Concierge accounts for each customer by decreasing the remaining availability as reservations are issued throughout the day.



Issuing In-Store Reservations (continued)

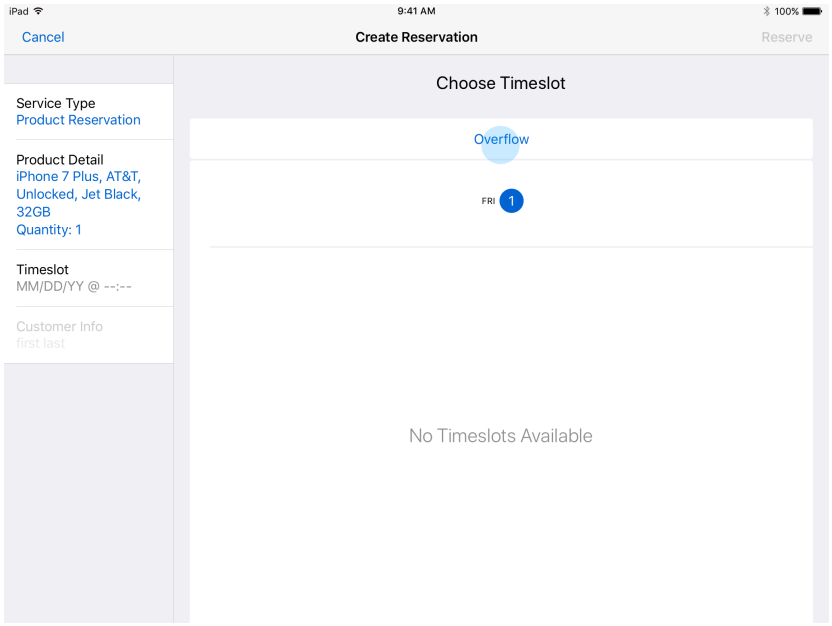
Customers who are issued an In-Store Product Reservation can choose to wait in line or pick a time later in the day to come back.

4. After selecting the desired product, choose a time window.

Tap "Wait In Line" if the customer would like to wait in the walk-in line.

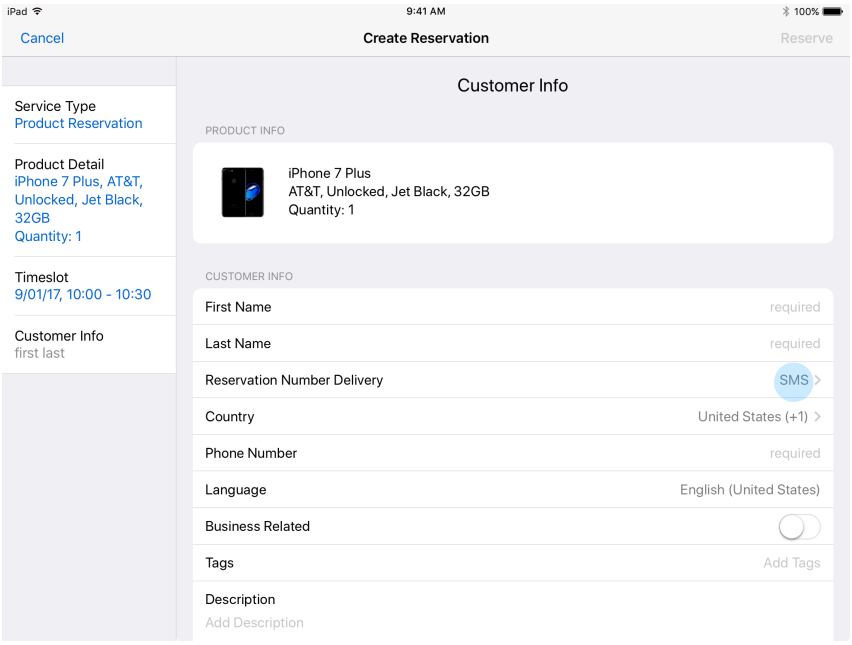
Choose a specific time if the customer prefers to leave and come back later.

If they choose a specific time, direct them to join the reservation line when they return.



NEW! Once all your store's available time windows are used, the "Overflow" feature can be used to continue to reserve product.

Always partner with your Leader on the Floor before using Overflow, to ensure you'll be able to help all customers.



Issuing In-Store Reservations (continued)

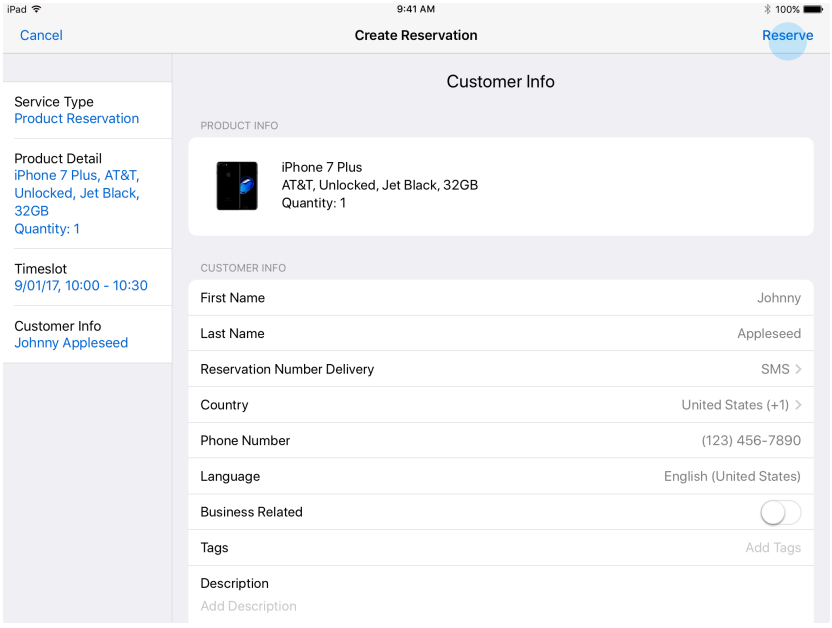
5. Enter the customer's details.

   Choose how they want to receive their reservation confirmation — by email, SMS, or paper card.

   SMS can be used for any local (within country) number.

   Paper cards should only be used in cases where customers don't speak the language or wish not to share their information.

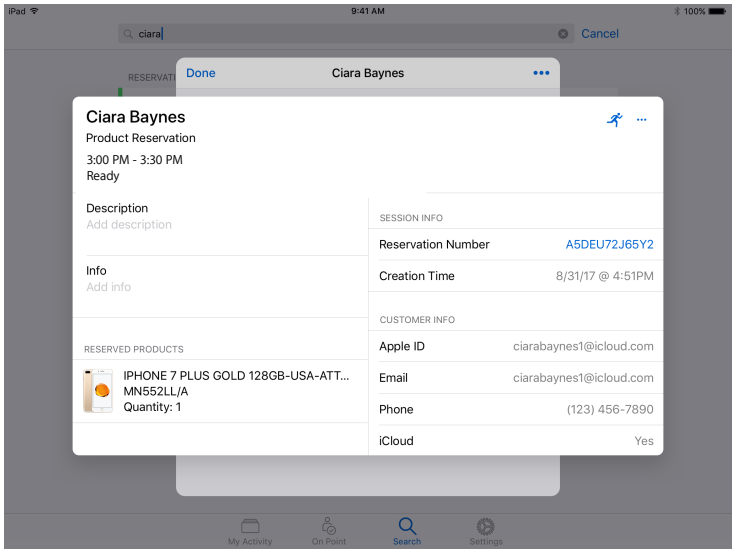
   For paper cards, click "Scan Code" to capture the QR code on the card.



6. Tap "Reserve." If the customer chose SMS or email, they will receive their confirmation shortly. If they chose a paper card, give them the card as their confirmation.

Concierge: Viewing Reservation or Pickup Details

This information can be used to prepare for the customer's in-store experience and can be shared with the team member at match-up.



Customer Details

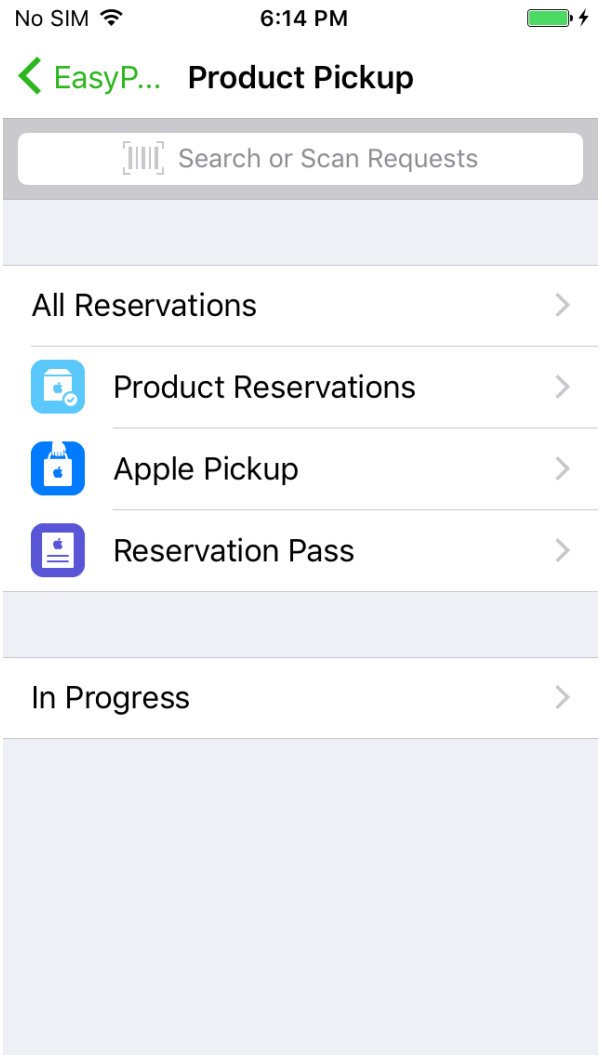
Tap their name to view details.

These cards show:

- Customer's name
- Pickup time window (where applicable)
- Order details, including all items they are there to pick up
- Additional customer details, including:
  - — Customer since: how long their Apple ID has been used
  - — iCloud: whether or not they use iCloud
  - — Product History: a list of products tied to their Apple ID
  - — Total number of Apple IDs

Product Pickup List: Completing the Transaction

Product Pickup List in EasyPay is the tool used to complete transactions for all Product Reservation and Apple Pickup customers, once they are paired with a team member.



Start in EasyPay, and tap Product Pickup.

1. Locate the customer's order:

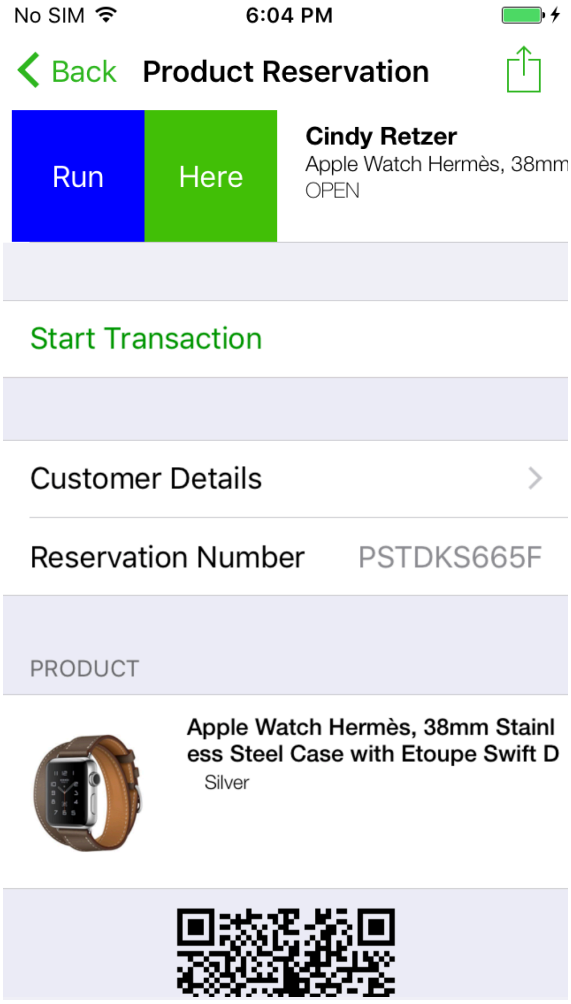
   Scan their QR code from their confirmation email or Wallet Pass.

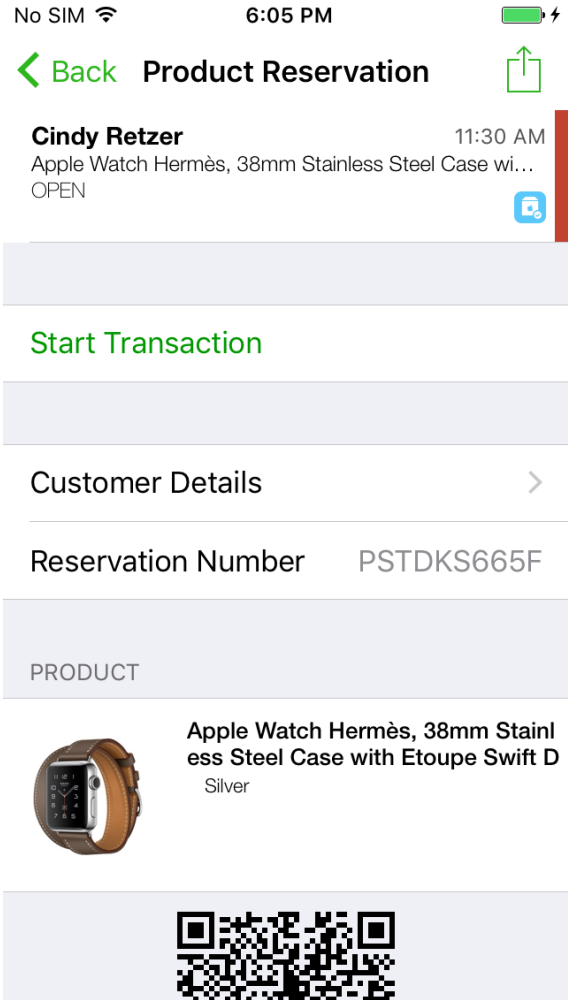
   Search for the customer by first or last name, email, or phone number. (Apple Pickup orders can also be searched by web order number.)

   Or, scroll through "All Reservations" or the list that is specific to how they received a product commitment (Product Reservations, Apple Pickup, or Reservation Pass).

2. Once you've found the customer, tap on their name to start the transaction.

Product Pickup List (continued)





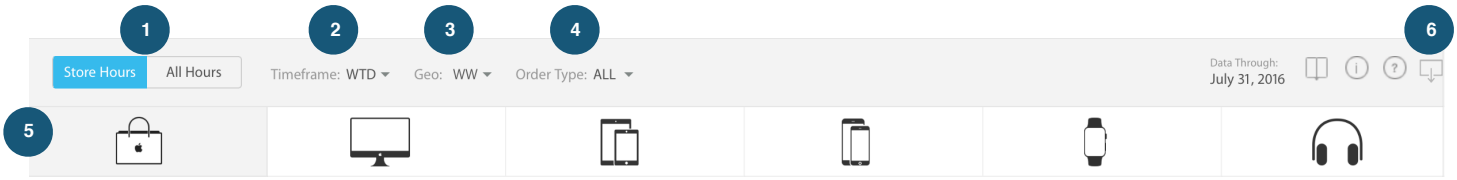
> **Note**
> Always use Product Pickup List to Run the product, and Start and End the transaction. This maintains inventory accuracy and ensures that completed pickups and reservations are properly closed. **Do not use "New Transaction" in EasyPay to sell products to customers who already have an online or In-Store Reservation.**

Leadership Reporting Dashboards (for MGR+)

Time Window Pickups

This tab is located within https://gbiportal.corp.apple.com/open/retail/pickup_dashboard/.

Access to this tab is auto-provisioned to anyone who has access to the Pickup Dashboard. If you do not have access to the Pickup Dashboard, you can request it via **Access Manager**.



Dashboard Filters
At the top of the dashboard there are a series of selections to filter the information.

1. **Store hours vs. all hours** — Select whether you would like to view data for the hours that stores are open or all hours in the day.

2. **Timeframe** — Select the time frame of data you would like to view.

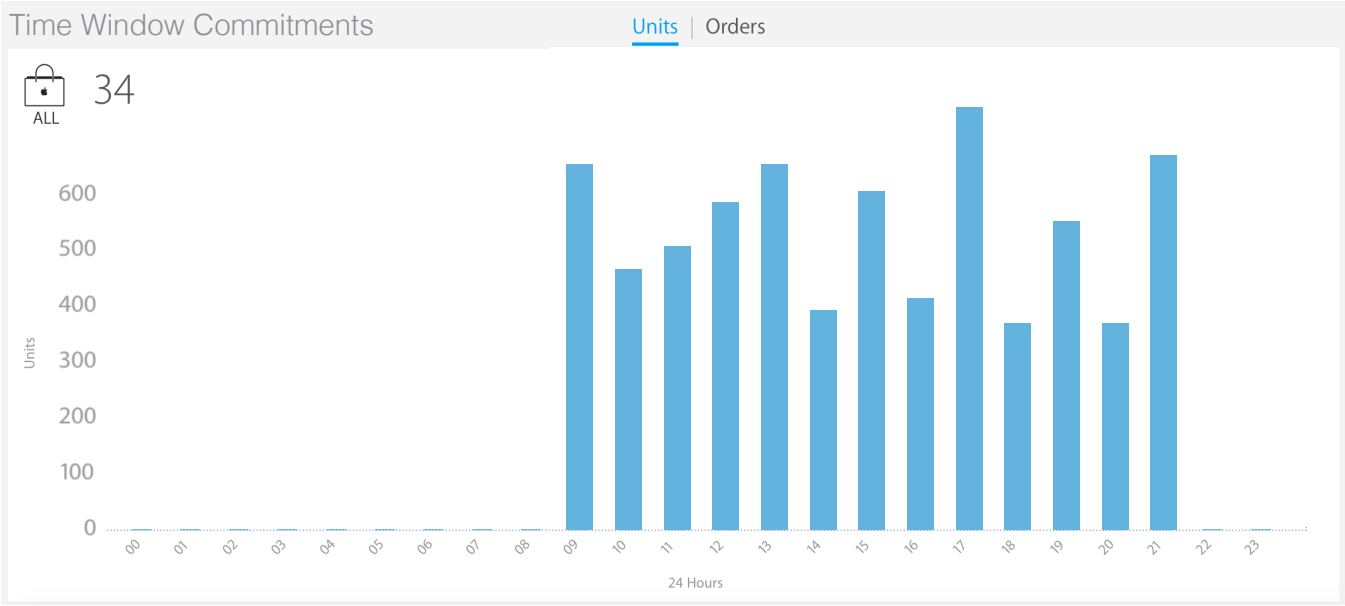
3. **Geo** — Select the country, market team, market, or store that you want to view (data availability differs based on the user's role).

4. **Order Type** — Select whether you would like to view data for all time window pickups, Apple Pickup orders only (where applicable), or Product Reservations only (where applicable). Note: Product Reservation data is real-time, but Apple Pickup data is not.

5. **Products** — Select the family of products to view (shopping bag logo is all products).

6. **Contingency Report** — To pull a line item list of all customers with reserved product, including customer name, product description, and part number, tap the download icon > Contingency Report. The report is sent to your Apple email. This report can be used in case of system downtime.

Time Window Commitments



What is it?

The Time Window Commitments chart shows how many units and/or orders have been committed to customers, grouped by the customer's pickup window. For example, if you were to look at one store, and one day, this chart would show how many time window commitments customers have made for each hour during the day.

When does it update?

In real time for Product Reservations, nightly for Apple Pickup orders.

How is it used?

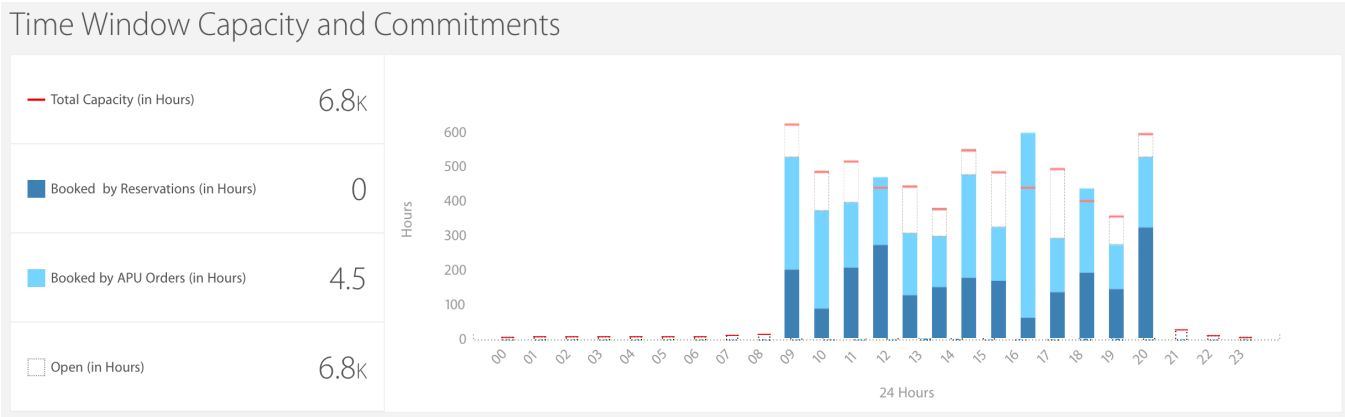
Forward-looking:

- During a pre-order period, click Timeframe > Day, and select Launch Day on the calendar to track how many time window commitments have been made for that day. The split between APU orders and Product Reservations will give visibility into how many different types of customers to expect (where applicable).

Backward-looking:

- Set "Timeframe" to MTD or WTD to understand the typical mix of commitments being made across ways to buy.

Time Window Capacity



What is it?

The Time Window Capacity and Commitments chart shows:

- how many hours are scheduled that will open up time window availability.
- how many of these hours are already booked by customers.
- how many of these hours are still available to book.

When does it update?

In real time for all.

How is it used?

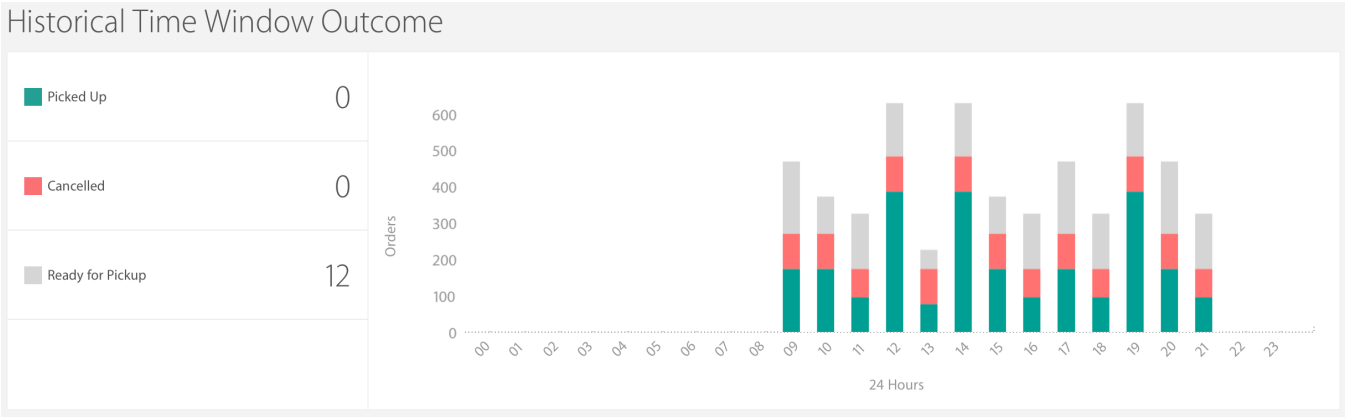
Forward-looking:

- Set "Timeframe" to a future day to ensure that your store is scheduled to open up time window commitments online.
- Set "Timeframe" to a future day to track how much of the capacity you made available is booked and how much is still available.

Backward-looking:

- Set "Timeframe" to a past period to understand historical scheduling and how much typically gets booked and goes unbooked.

Historical Time Window Outcome



What is it?

This chart shows how many orders are ready for pickup or were picked up or canceled.

When does it update?

In real time for Product Reservations, nightly for Apple Pickup orders.

How is it used?

- View your typical no-show rates. This will give you a sense of how much committed capacity may go unused in the future or could be repurposed for walk-ins (where applicable).
- See how many Apple Pickup customers haven't yet picked up their order and will need to be helped in the future (where applicable). Consider assessing this number at close of business on launch day to help prepare for any unexpected APU customers later in the weekend.

Frequently Asked Questions

If you believe you are experiencing system downtime, contact **IS&T** to open a ticket.

For scenarios in which you are having trouble finding a customer's reservation or locating their reserved product, partner with a Leader to research the issue, or contact **Global Store Support.**

Additional information can also be found in the **Launch Contingency Guide** (**MGR+**) in RetailMe.

When can customers make a commitment online for pickup in store?

Starting on Day 2, customers can log on to apple.com to place a same-day Apple Store Pickup order or Product Reservation each day starting at 8 a.m. They will select a product and a check-in window that is during store hours that day.

Customers will not be able to select the final hour of the day as their check-in window, to ensure we have enough time to assist all reservation customers before the store closing time.

What does a customer need to make an online commitment for pickup in store?

To place an Apple Pickup order, a customer needs a valid payment method that is accepted by apple.com and a valid ID. To make a Product Reservation, a customer needs an Apple ID and may need a within-country phone number.

What if a customer doesn't want to give their personal information for an In-Store Product Reservation?

Choose the paper card option and let the customer know that they must present the card during their time window to purchase their reserved unit. If the customer selected a time window, tell them what it is and offer to write it on their card.

When does a customer's online commitment expire?

Apple Pickup customers have already paid for their order. These orders do not expire for 21 days. Product Reservations are valid all day during launch day, but expire three hours after the check-in window starting on Day 2.

Example: A 1:00-1:30 p.m. Product Reservation will expire at 4:30 p.m., making that inventory available for another customer.